

# College Radio **REPORT**

27 Dolores Place Malverne, N. Y. 11565

Volume 1 Number 13

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The College Radio Report will now arrive in a manila envelope with a label sticker pasted on front. This will replace the personally typed envelope, but it does not mean that the sheet will become less personal. Rather, it means we have enough subscribers to make the change financially possible. Our telephone is also back in order - 516 - 887-1521.

## Editorial

One of the services the College Radio Report is offering to record company promotion people, in addition to the weekly sheet, is to discuss their college radio program - service of records, availability for meetings and discussions with college stations around the country, and ways for companies to improve their relations. We've come into contact with many people - mostly positive, and, this past week, some negative. But we are not telling any secrets, and thought you would be interested in what we have been saying.

We have never claimed, privately or publicly, that airplay from one college station can be equated with WABC, WCFL, or any other major market station. But if 100 colleges play a record, and 25 people listen to each station, you can expose your artist to 2500 people that you would otherwise have missed, especially if some major market station decided not to play your record

According to a recent survey, college students spend some 8 billion dollars a year on things like movies, parties, concerts, entertainment and leisure activities, and records. The record industry claims to have passed the billion dollar mark in sales. Isn't there some correlation in those figures?

And since the college radio market usually exposes new product, where have the record companies been turning to find if they have marketable product? The Top 40 stations? The Underground-Top-40-stations? Especially the album product... Because college stations usually play product when it comes in... They don't wait to see some numbers of somebody's ego trip telling them when it is "accepted" to play something. College stations played the first Bread album long before they were established. Same is true for many other artists.

The college market is "happening" and "where it's at." Very trite, but very true.

Letter To The Editor

To The Editor:

It is not my intention to prolong the college radio bubblegum controversy, but Mr. Lee DeYoung's letter in your December 14th issue greatly excited me.

With honesty and sincerity, Mr. DeYoung displayed the attitude of open-mindedness that we in the record industry love to see. His question "for whom does the playlist exist" is a question that is asked over and over again in the recording industry by top executives, producers, and promotion men alike. Each record company believes in the product they release and they release this product hoping that the public will have the opportunity to hear it and should they so desire, to then purchase same.

The estimated record buying public in the United States is approximately 40 million. I know of no group or single act, e.g., the Beatles, the Rolling Stones, Elvis Presley, Joe Cocker, etc., who has ever sold anywhere near that number of an individual single or LP. Obviously, the tastes of the listening and buying public vary greatly. It is because of this variety of tastes that many types of records are released - including so-called bubblegum.

Music directors like Andy Moore, who close their minds really do their audiences a great injustice. They are setting themselves up as judges by telling their audience to what they should listen. This is not the way it should be, Mr. Moore. The radio station of which you are music director belongs to the public who listens to it, and it is their place to tell you what they want to hear - and if you are not big enough to accept this responsibility, the only document you should affix your name to is a resignation. I hate to continue this sort of chastising, but why is it that music directors of many college stations, either by phone or by mail, always state that their station plays all types of music - R&B, Rock & Roll, progressive, underground, MOR, etc., and then in actuality, only play one certain type of music? Oh yes, what happens to those other albums? Whose room or apartment do they end up in?

In closing, just a quick note to the college stations who have not, in the past, received service from Amaret Records. Please do not hesitate to call me collect so that I might add your name to our mailing list. You fully deserve to receive our product.

Jerry Fine  
Natl. Sales/Promotion Mgr.  
Amaret Records  
(213) 466-3361

We still invite letters to the editor on our editorials, satires, comments. Name and address must be included but will be held on request.

"Cheryl, if anyone calls we'll be in the record meeting."

"What are the store reports for this week?"

"We should have no trouble in putting together our 'Super 16 Survey' without exposing any new product. 'I'll Be There,' 'We've Only Just Begun,' 'I Think I Love You,' ...and 'Share The Land' are the Top 14."

"What about 15 and 16?"

"Well, 'My Sweet Lord' and 'Your Song' are over 750,000 nationally, 85,000 locally, and Top 5 at all the trades and the other rock station here. Do you think we should take a chance?"

"Yes, but restrict the play of Elton John to twice daily. What about the 'pick of the week.'?"

"Domino by Van Morrison. 29 of 32 tip sheets reporting report this record hot. It was picked by Billboard, Cash Box, Record World, Gavin, Hamilton, Rudman, Reus, Bigler, Mickey's Turntable, Walrus and even the College Radio Report."

"Okay, that's our pick, but no play on it - just list it on our printed sheet. What about the 'Album Cut of the Week' and 'Action Album'?"

"The hottest thing reported now is 'Pendulum' by Creedence Clearwater Revival. How about making that our 'Action Album' and taking a cut off that?"

"Okay, but which cut?"

"Fantasy hasn't announced which cut they're pushing, yet."

"What about the trades and sheets?"

"Everybody likes different cuts. Half of the people say 'Molina' or 'It's Just a Thought.' Others say 'Hey Tonight' or 'Have You Ever Seen the Rain.' And the College Radio Report says that an intelligent programmer will program anything from the album."

"Well, I still like the idea of playing a Creedence cut, but let's stay away from 'Pendulum' until we know which cut to play. How about something from an earlier album?"

"What about 'I Heard It Through The Grapevine' from 'Cosmo's Factory'?"

"The old Gladys Knight hit, right?"

"Yes."

"Okay, then, we're set. Wait a minute - how long is the cut?"

"11:05"

"That's out. What else is there?"

"How about 'The Midnight Special' from 'Green River'?"

"And how long is that?"

"4:10"

"Okay, but tell the Production Department to come up with a two and a half minute version. Anything else?"

"Yes. There's a satire in this week's College Radio Report about tight playlists and lack of creativity in programming records."

"Tight playlists are a myth. And what do college kids know anyway. They'd probably want to program some 40 records with some of that 'expose artists' crap. But as I said, what do college radio people know about radio anyway..."

Gary K. Cohen

# Station Programming Reports

## Top 40 Reports

## 41 Stations Reporting

(While the number of stations reporting constantly grows, the number of stations reporting this week was smaller than usual - due to both the holiday season and only four days of mail delivery)

Records	Artist	Label	Stations	Stations
			Adding	On
Fresh As A Daisy	Emitt Rhodes	Dunhill	6	12
Most Of All	B.J. Thomas	Scepter	4	7
Let Your Love Go	Bread	Elektra	4	6
Born To Wander	Rare Earth	Rare Earth	3	14
Mr. Bojangles	Nitty Gritty D.B.	Liberty	3	8
Apeman	Kinks	Reprise	3	7
Hippie From Olema	Youngbloods	Raccoon	3	5
Amazing Grace	Judy Collins	Elektra	2	11

## Programmed Albums

WVBR - Cornell Univ. - Ithaca, N.Y.  
 sweetwater, conc. corp., cat stevens, sugarcane harris(Epic), schwarz  
 WALI - Adelphi Univ. - Garden City, N.Y.  
 jake & family jewels, nitty gritty dirt band, gator creek, 10 years  
 KDVS - Univ. of California - Davis  
 odetta(Polydor), greatful dead, emitt rhodes, arlo guthrie  
 WSCB - Southern Conn. State College (Note call letter change)  
 tin tin, slade, the mob, lovecraft, hackamore brick, dada(Atco)  
 KERS - Sacramento State College - Calif.  
 gary wright, spiro agnew(Cadet), butterfield live, don nix, bull  
 WWUH - Univ. of Hartford - Conn.  
 mcGuinness flint(Capitol), wright, baldwin & leps(Vanguard)  
 KTRU - Rice University - Houston, Texas  
 hammer, ballin jack, truk, jeffrey cain, boffolongo, keef hartley  
 KBLA - Cal. State at L.A.  
 conception corp., j. geils band, tom rush(Columbia), john lennon  
 WDCV - Dickinson College - Carlisle, Pa.  
 gator creek, little feet(Warner Bros.), andy pratt(polydor), spiro  
 WSCB - State Univ. College at Buffalo (Two stations with same call letters)  
 runt, marc benno, gospel oak(Kapp), capt. beefhart, sugarloaf

This week, the "Programmed Album Cuts" are found on page 6.

Of all the stations reporting to us, we have found only one station that is not playing Emitt Rhodes - KTRU, Rice University. Which means that over 60 stations have reported it at one time or another.

In case you're wondering where your George Harrison or John Lennon albums are, the local office of Capitol Records tells us they are "back ordered like crazy." Does that help any?

Please continue to list album cuts and what singles you went on during the past week. Our closing date, incidentally, is Saturday.



### Record News

To make your work easier in maintaining a file on all record companies and promotion men, we suggest you invest a dollar in some index cards and a small metal file box. On each card, list the name of the record company, its address, zip code, telephone number, and area code - on the left side of the card. On the right side, list the name(s) of the promotion people. Then, as a change is made, scratch out the name of the old person and enter the new. Alphabetize these, ABC, A&M, Apple, Atlantic... and you have all of your information at easy access. You can then make cards for the College Radio Report and other non-record companies, and file them in the same box. As changes are announced, transfer the names from the Report to the proper card. We also suggest you list on the cards by a "(c)" whether or not you can call collect, and that you also make note of which mailing list you are on (CRS means college radio station).

Service from Ampex Records is available from Topper Schroeder at 555 Madison Avenue, N.Y.C. 10022. Collect calls are accepted at 212-758-8900. Within a few weeks, Dick Weber will become the National Promotion Man, replacing Topper, but both can put you on their list.

Jack Howe has left as Atlantic's National College Promotion Co-ordinator. A replacement will be named shortly. Meanwhile Gunter Hauer is still traveling around the country, and Janet Duboff is at Atlantic's New York office. If there are any problems contact Janet - call collect at 212 - 757-6306 and the call will be returned on a WATS line.

John Sippel will be leaving Mercury on Feb. 1. If you haven't spoken to him lately, give him a collect call at Mercury - 312-332-5788. In an economy move, Mercury is losing a good man, and college radio is losing a strong supporter. We hope to see John at another company shortly.

Chris Cornish has been appointed as Director of Trade Liason for Paramount Records, leaving his post as N.Y. Field Promotion Director, which Marty Torbert takes after leaving the liason job. Telephone is 212 - 333-4191, 1 Gulf & Western Plaza, N.Y.C. 10023.

### Station News

Valery Hansen, Music Director of WLPI, La. Tech in Ruston, writes, "...What place does a female have in college radio? I feel there are very few due to the fact that radio has always been a man's world and women are all inferior, incompetent, and second class. I am now, after 9 months of hard work, Music Director. I am a female but am neither inferior, nor incompetent, nor second class to any male student at our station or any other. I believe that the real reason there aren't more women in executive positions is because men are too egotistical and self-centered to admit that a woman could do a job as well or better than any man in college radio..." Any comments from male or female? We'll print our answer next week, but would like to hear your reactions...

### Recommended Albums

BIFF ROSE...Buddah - Good soft album. Most of the Lp portrays the tiny inner thoughts of Biff Rose. It's hard to pick best cuts with Biff Rose because each one offers a unique thought.

JOHN KLEMMER...Eruptions...Cadet Concept - Good jazz rock Lp. Klemmer displays excellent control of his sax and shows great technique and sensitivity in his music. It should at least make a dent in underground programming.

CHARLES DODGE...Earth's Magnetic Field...Nonesuch...strange/interesting.

ANDY ROBINSON...Break Out In The City...Janus...fine folk-soft rock album. Best cuts: "Forever," "Party Ball," "For Free."

GARY WRIGHT...Extraction...A&M

BRIAN HYLAND...Uni

### Album Cuts

"It's Too Late" "Little Bird" from LAYLA - Derek & Dominoes(Atco)

"Trucking" "Ripple" "Broken Palace" from AMERICAN BEAUTY - Grateful Dead(WB)

"Song For You" from LEON RUSSEL(Shelter)

"Sign on the Window" "If Dogs Run Free" from NEW MORNING - Dylan(Col.)

"Nobody's Fool" from POCO(2nd album)-Epic

"Groovin" from THIS IS BULL - Bull(Paramount)

"Keep On Trying" from FORTY NINER - Clover(Fantasy)

Editor's Choice: Side 1 Pick your cut, from EMITT RHODES(Dunhill)

### Upcoming Product

Test Pressings are out on the new Mountain album

Test Pressings out on the new Elton John album

(Both of these have advance orders over a million - gold records before their release)

"James Taylor and the Original Flying Machine - 1967" has been released on the Jubilee-distributed Euphoria label. If you haven't received a copy, write to Ben Blaine at Jubilee - 1790 Broadway, N.Y.C. 10019. 212 - 757-8570. It will be reviewed next week.

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Curt Stalheim, Music Director of WNIU - Northern Illinois University in DeKalb, writes, "Sorry I missed your call Saturday. Maybe we'd better communicate by mail - it's cheaper." He's right, but you can accomplish more on the phone or in person.

### The College Radio Report

Editor.....Gary K. Cohen

Associate Editor.....Steve Nimmich

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Mike Riccio, Jim Cameron

516 - 887-1521. Call on Wednesday or daily after 6:00

Best wishes again for a healthy and peaceful New Year.